

2010 Online Marketing Solutions



The collage features several overlapping screenshots of local websites:

- newsobserver.com:** Shows a navigation bar with categories like News, Sports, Business, Politics, Life, Entertainment, Opinion, and Obits. A featured article titled "ACC Kickoff: Get the latest football news from Greensboro, including the preseason polls." is visible. There is also a contest banner for "Enter our 'Couple's Best' story contest" and a Sprint advertisement.
- YAHOO!:** Shows the classic Yahoo! homepage layout with a search bar, "YAHOO! SITES" menu, and a "TRENDING NOW" list including Sandra Bullock, Fat Joe, and Amanda Bynes.
- triangle.com:** Shows a navigation bar with categories like HOME, NEWS, EVENTS, MOVIES, RESTAURANTS, ORIGINALS, CONTESTS, and YOUR VOICE. A featured article titled "This week's triangle.com Top Five" is prominent, along with a Groupon advertisement for "Raleigh's Best" offering up to 90% off.



89%

of consumers research online - but most make their purchases at the store.*

**... your clients are looking for you online
... are you there?**

You can be! With The News & Observer's Triangle Online Network - a powerful network of 16 News & Observer sites, more than 75+ Yahoo! sites and the top search engines.

Our online product line has something for every business need!

*Forrester State of Retailing Online

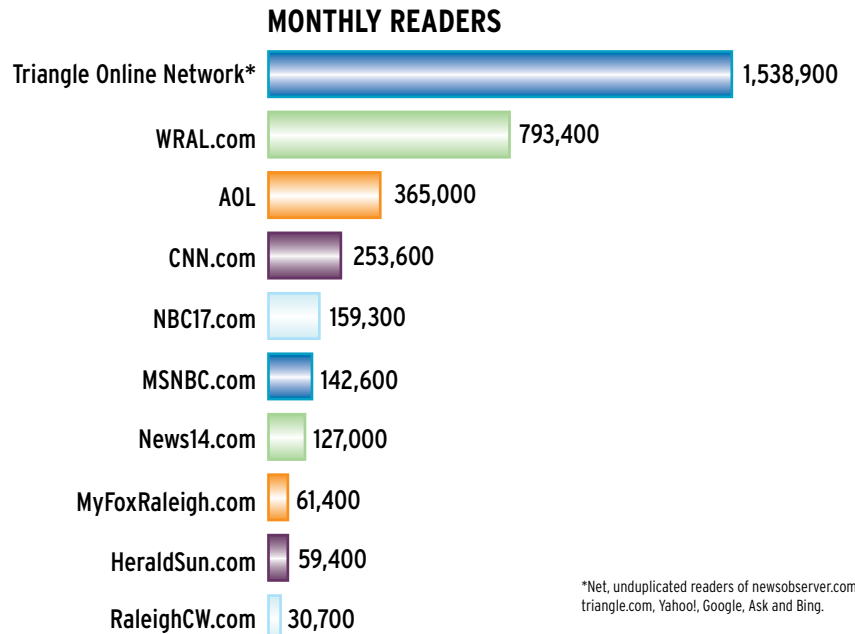
We've got traffic:

Newsobserver.com has 13.6 million monthly page views and 2 million monthly unique visitors.

- Omniture Site Catalyst, January-May, 2010

In the Raleigh-Durham DMA, the Triangle Online Network (which includes Yahoo! and search) reaches 1.5 million adults each month - that's 94% of online adults.

- Scarborough Research, Raleigh-Durham DMA, April 2009-2010



*Net, unduplicated readers of newsobserver.com, triangle.com, Yahoo!, Google, Ask and Bing.

BROAD BASE TARGETING

Home Page advertising gives you exclusive reach for 24 hours.

Video Ads allow you to add sound and motion. Video Takeovers allow you to dominate the page.

Rich Media make your ads stand out. Fly-outs, Sliding Billboards, Corner Peels and Expandable Ads are available.

Navigational Text Links run within the navigational boxes on our site.

Run of Network Ad Campaign ads can be seen all across our network of 16 websites and Yahoo!



LOCAL TARGETING

Triangle.com Reach the local consumer and be a part of what's happening around town with the area's most comprehensive entertainment site.

Triangle Online Network Search and **Premium Search** provide you with a dynamic, turn-key Search Engine Marketing solution via Google, Yahoo! and other search engines.

Behavioral and Geographic Targeting with Yahoo! lets you reach the right people, at the right time, with the right message

Email Blasts target registered users of newsobserver.com and can be targeted by ZIP code and/or gender. Or, micro-target your e-mail blast based on demographics, lifestyles, niche markets or businesses.

Community Papers Online Each of our nine community newspapers have a dedicated website that reach readers in your neighborhood:

The Cary News - **carynews.com**

The Chapel Hill News - **chapelhillnews.com**

The Durham News - **thedurhamnews.com**

Eastern Wake News - **easternwakenews.com**

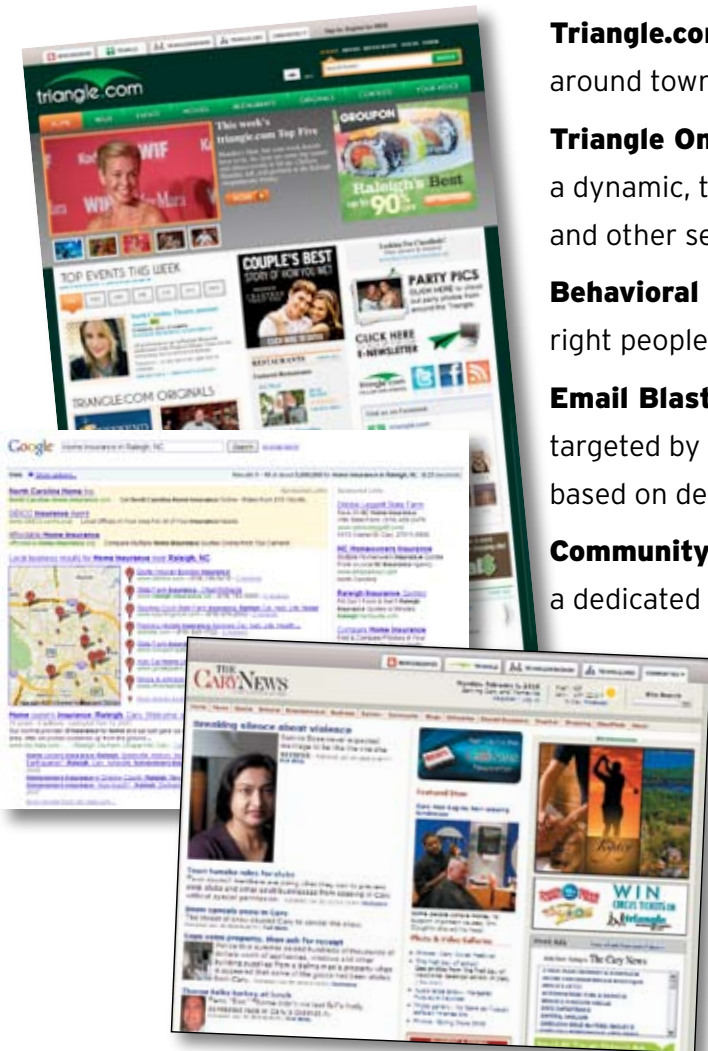
Garner-Clayton Record - **garnerclayton.com**

The Herald - **theherald-nc.com**

Midtown Raleigh News - **midtownraleighnews.com**

North Raleigh News - **northraleighnews.com**

Southwest Wake News - **southwestwakenews.com**



NICHE TARGETING

Section Fronts: News, Sports, Business, Life, Entertainment, Triangle.com and Triangle Jobs - your ad spot for 24 Hours!

Content: place your ad next to story content of your choosing - ex. NC State or UNC Stories

Women: Here's the Deal eNewsletter Targets 60,000 of our female opted-in Registered Users.

Moms: TriangleMom2Mom.com is a community forum for Moms with kids of all ages.



Night Life: Party Pics (pics of those who love to boogie) generates over 500,000 page views per month!



Triangle.com Contests: Pets, Couples, Eligible Professionals and more to come!



Plan your Weekend:

Triangle.com weekly eNewsletter featuring restaurants, festivals, movies - community involvement at it's finest in your inbox!

Travel: Our Travel Deal of the Week and Travel & Adventures e-mail blasts are sent to those who have opted-in to receive the latest deals on hotels, vacation rentals, weekend getaways and more.

Shoppers: Whether looking for a new abode, a new ride or a new career, The N&O is affiliated with national partners to bring top-notch branding power to online classifieds:

TriangleJobs.com

powered by CareerBuilder

cars.com

HomeFinder.com

Apartments.com



Let the Triangle Online Network solve your online marketing needs. It's one stop shopping whether you want to reach your neighbors or the entire country.



For more information about advertising, contact your N&O Account Executive:
 Raleigh/Cary: 919-836-5600, 800-736-2602 • Chapel Hill/Durham: 919-932-2000
 Eastern Wake County: 919-269-6101 • Smithfield: 919-836-5703
 or contact one of our online specialists:

Shelley Bewley 919.836.5640 • **Jennifer Haga** 919.836.5908 • **Anita Johnson** 919.836.5601

